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# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

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No. 145

SECRETARY IN MIDWEST. . . . Secretary Anderson is now in the Midwest where he is scheduled to speak at several farm meetings. His itinerary includes the following: January 9, Chicago, address before the National Council of Farmer Cooperatives entitled "Cooperatives and the Family Farm;" January 10, Denver, speech at a dinner inaugurating the new farm program over Station KLZ; January 11, Denver, talk before the American National Livestock Association meeting, entitled "New Frontiers for the Livestock Industry," and attendance at a USDA luncheon; January 16, Columbia, Mo., speech before the Missouri Bankers Association; January 17, East St. Louis, Mo., address before the Sanitary Milk Producers Association, and attendance at a luncheon meeting of the Dairy Council of St. Louis. See list of press releases for all available talks, the first of which (at Chicago) was listed last week--release No. 9-46.

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PLENTIFUL FOODS FOR FEBRUARY. . . . Foods expected to be plentiful on a country-wide scale during February include eggs, heavy tom turkeys and other poultry, cabbage, canned citrus juices and oatmeal. Ceiling prices on eggs, revised seasonally, will drop to the year's low point late in February and remain there through May. There will be abundant supplies of white potatoes and fresh citrus fruits in the production areas, but it may be difficult to distribute these to all retail markets because of the shortage of refrigerator cars. Supplies of all of these plentiful food items are expected to vary in different sections of the country.

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NEW FEATURE, NEW NETWORK. . . . "The Farmer Goes to Market," a transcribed USDA feature, will be aired once a week starting this week over the North Central Broadcasting System, the sixty-station radio network covering about twelve midwestern States from Michigan and Indiana West to the Dakotas, Nebraska, and Kansas. "The Farmer Goes to Market" will be a five-minute broadcast of news for farmers; market trends.

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FINAL PRODUCTION GOALS will probably be announced by the time this reaches you or soon thereafter. Reports from all States have now been received and submitted to PMA Commodity Committees. Their recommendations are being passed on to the Production Goals Review Committee which is scheduled to consider suggested revisions and announce final goals within the next few days.

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POLICY AND PROGRAM COMMITTEE NEWS. . . . The Director of Personnel was made a member of the Policy and Program Committee and D. A. FitzGerald was appointed Secretary of the group in Supplement 1 to Secretary Anderson's memorandum No. 1140 dated January 4. Also, the Secretary of the Committee was assigned the leadership of USDA Councils, an added responsibility.

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USDA RELEASES OF SPECIAL INTEREST . . . . Frank A. Dawes made chief of REA's Cooperatives Operations Division--27; 1945 crop flue-cured tobacco allocation order (WFO 4.10) terminated--32; H. R. Tolley announces BAE appointments--36; Flue-cured tobacco quota for 1946 increased 10 percent--38; WFO 4.9 terminated to permit sales of cigar-filled tobacco--42; M. W. Baker named Assistant Director of Food and Vegetable Branch, PMA--44; BAE appointments--C. P. Heisig made head of Div. of Farm Management and Costs; Franklin Thackrey, acting Director of Economic Information --53; Seventy-two percent of coffee authorized under subsidy purchased through Jan. 9--66; Crop production report as of 1/1/46--67; and the following addresses by Secretary Anderson:

\* "New Frontiers for the Livestock Industry," before American Na- \*  
\* tional Livestock Association convention, Denver, Jan. 11, 15 \*  
\* pages, Release No. 41; "Radio--A Farm Tool," at inauguration of \*  
\* new farm program over Station KLZ, Denver, Jan. 10, 8 pages--47 \*  
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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE . . . . Manufacturers' quotas of special type chopped pork increased--OPA-T-4061; Ceiling prices for eggs reduced--OPA-6179; Lamb and mutton carcass price regulation amended--OPA-6178; Increased maximum prices for clay drain tile (important to farmers for drainage purposes)--OPA-T-4078.

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RESEARCH ACHIEVEMENTS. . . . How production of sugar-beet seed in this country has been increased by investigations of the New Mexico Experiment Station and BPISAE is told in Research Achievement Sheet 47(P) recently issued by ARA. The normal period for producing sugar beet seed is two years. Means for producing them in one season has given the United States a new and valuable agricultural enterprise and freed the sugar beet grower from dependence on seed from Europe.

Research Achievement Sheet 48(A) describes an improved tuberculin developed by USDA scientists which permits more accurate detection of tuberculosis in live-stock. This hastens the suppression of tuberculosis and reduces losses from it. Copies of these Research Achievement Sheets may be obtained from the Coordinator of Research Publications, ARA.

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TIMELY FARM TOPICS transcriptions cut January 9 on one platter are as follows:

Subject--"Repair That Farm Machinery Now," discussed by R. B. Gray, chief of the Farm Power and Machine Division of ARA, and John Baker, Chief of USDA's Radio Service--stresses importance of repairing farm machinery promptly; and "The Work of the FAO," discussed by John Baker who tells what FAO's functions are, its purpose, and what it means to the American farmer.

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RADIO - JANUARY 19 . . . . NATIONAL FARM AND HOME HOUR, NBC, 1:00 p.m., EST.  
Department of Agriculture Headlines, giving farmers  
an up-to-the-minute summary of news developments in the USDA.

AMERICAN FARMER, ABC, 12:30 p.m., EST. New national  
broadcast for farmers and their families, including USDA's weekly report on  
the economic side of farm news. The latest situation with regard to principal  
farm commodities.

CONSUMER TIME, NBC, 12:15 p.m., EST, "Where Can I Get  
a Jeep?" The story of war surplus materials. How consumers can get utensils,  
clothing, machinery, and other items released by the armed forces. What things  
are being offered now, and what will be available later. How surplus foods  
are released. A dramatized program.

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ORDERLY HOG MARKETING . . . . Happenings on the hog market continue to  
emphasize the need for orderly marketing.  
Receipts at terminal and interior markets from January 2 to 5 were heavy, and  
prices of hogs fell off 25 to 50 cents from ceiling levels. But, with smaller  
receipts on January 7, markets bounced back to ceiling prices, PMA's Live-  
stock Branch reports. The demand for pork is still good, and if shipments  
stay in line with packers capacity to slaughter, farmers should receive good  
prices for their hogs.

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U. S. FOOD CONSUMPTION . . . . Facts and figures are presented in Misc. Pub.  
581, just off the press, as a contribution to  
the formulation of a comprehensive food and nutrition program envisioned  
for the United States. In it are discussed: various levels of food  
consumption in this country, the effects of income on those levels, balance  
between consumption and production, and suggested means for attaining a high  
level of food consumption in this country. The title of this 4-page BAE  
bulletin is "High-level Food Consumption in the United States," copies of  
which can be obtained from the Office of Information.

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"MOTION PICTURES of the United States Department of Agriculture" is another  
recent Department publication. Besides a descriptive list  
of motion pictures and related slidefilms, such pertinent information as  
types and sizes of motion pictures available, how to care for the films,  
and where to secure them is included in the 52 pages of this booklet, Misc.  
Pub. No. 574.

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